



Cybersecurity

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When should I pay attention?

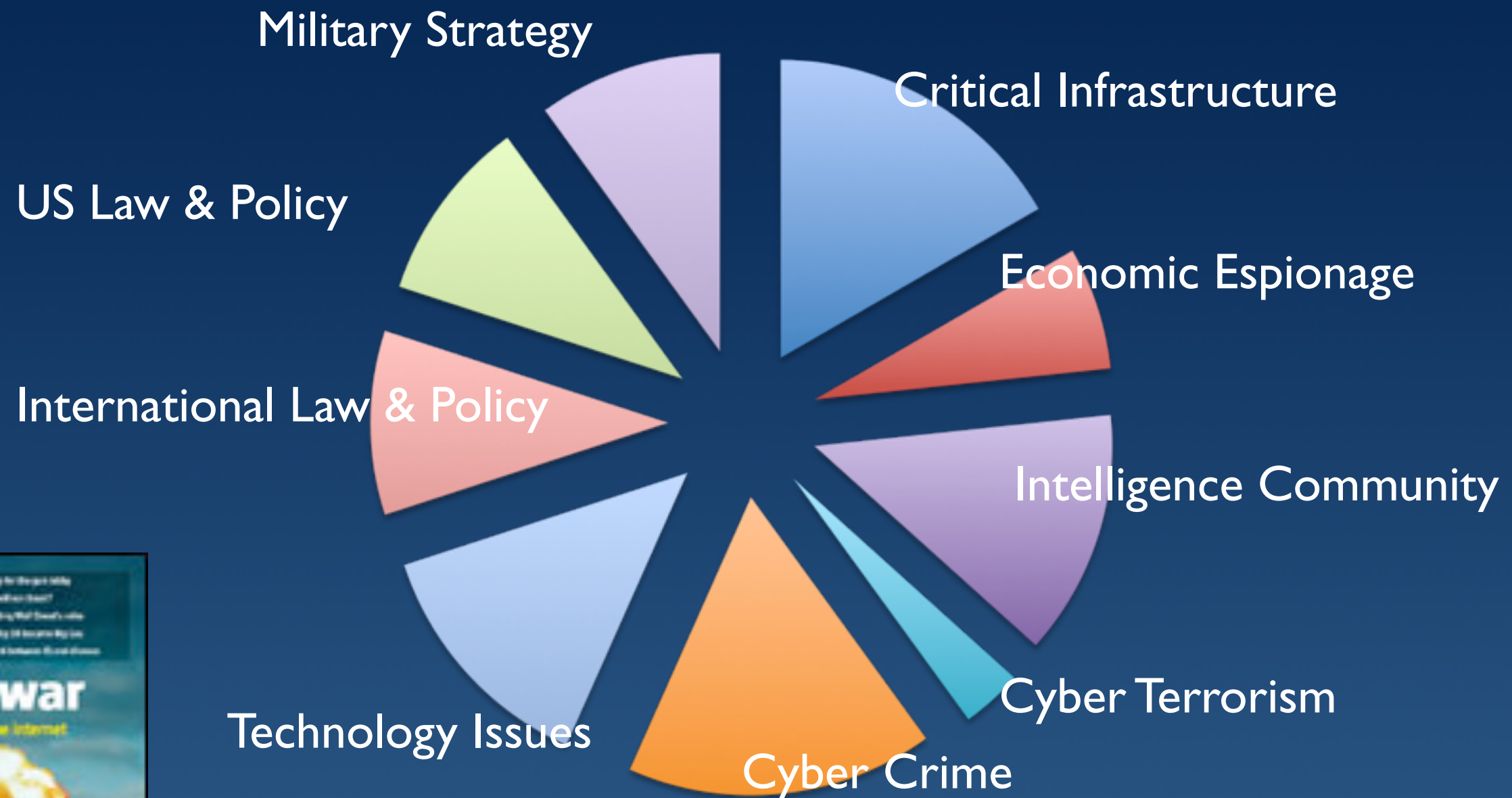
- Unpacking the term 'cybersecurity'.
- How we can think about the problem and the solutions.
- How NTIA works with stakeholders to address ecosystem-wide cybersecurity challenges.
- Some basic advice on how to stay safe online



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Topics discussed in *Economist* cover article



*Distribution of paragraph by topic
Economist, July 1 2010*



“cybersecurity”





“cybersecurity”

- Conflict
- Crime
- Competitiveness



Threats





Value at risk



Risks

How did we get here?



Complexity



Connectivity



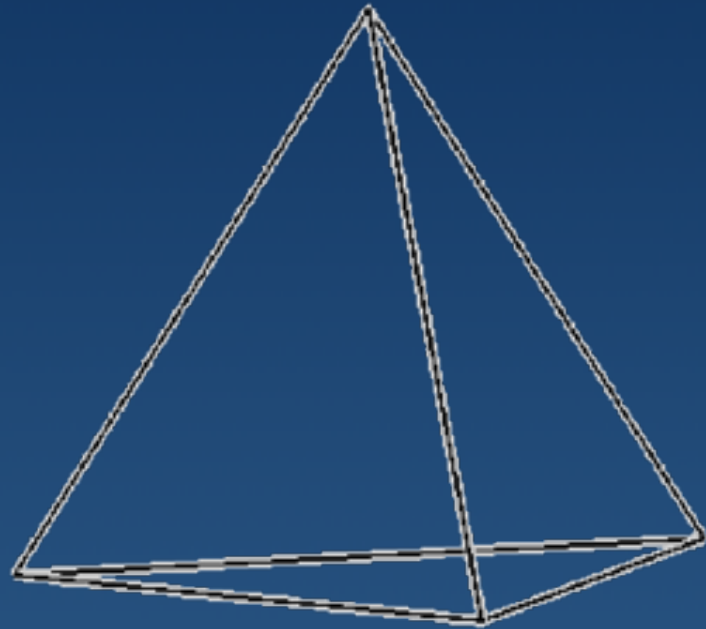
Private Sector Role



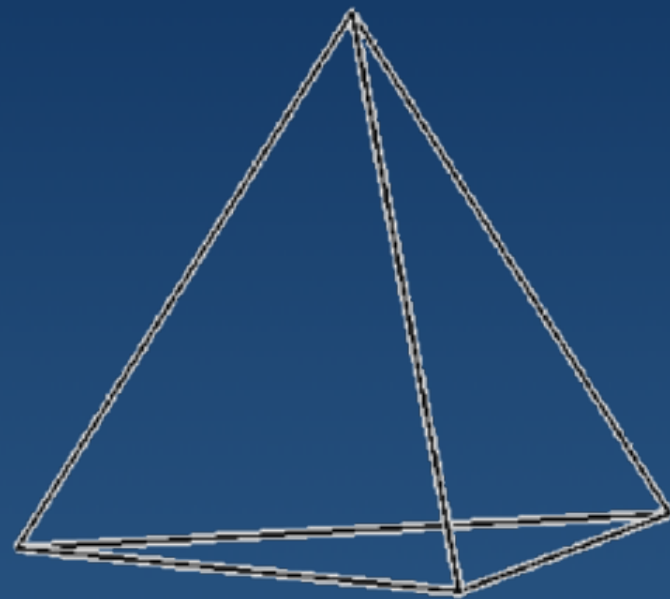
Securing Insecurity



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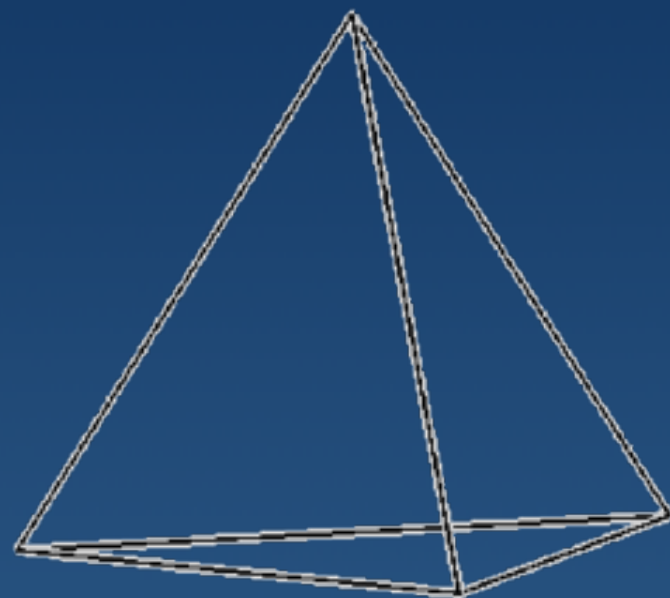
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A vailability



C onfidentiality

I ntegrity

A vailability



Resilience



Thinking about Security Technology



Thinking about Security Technology



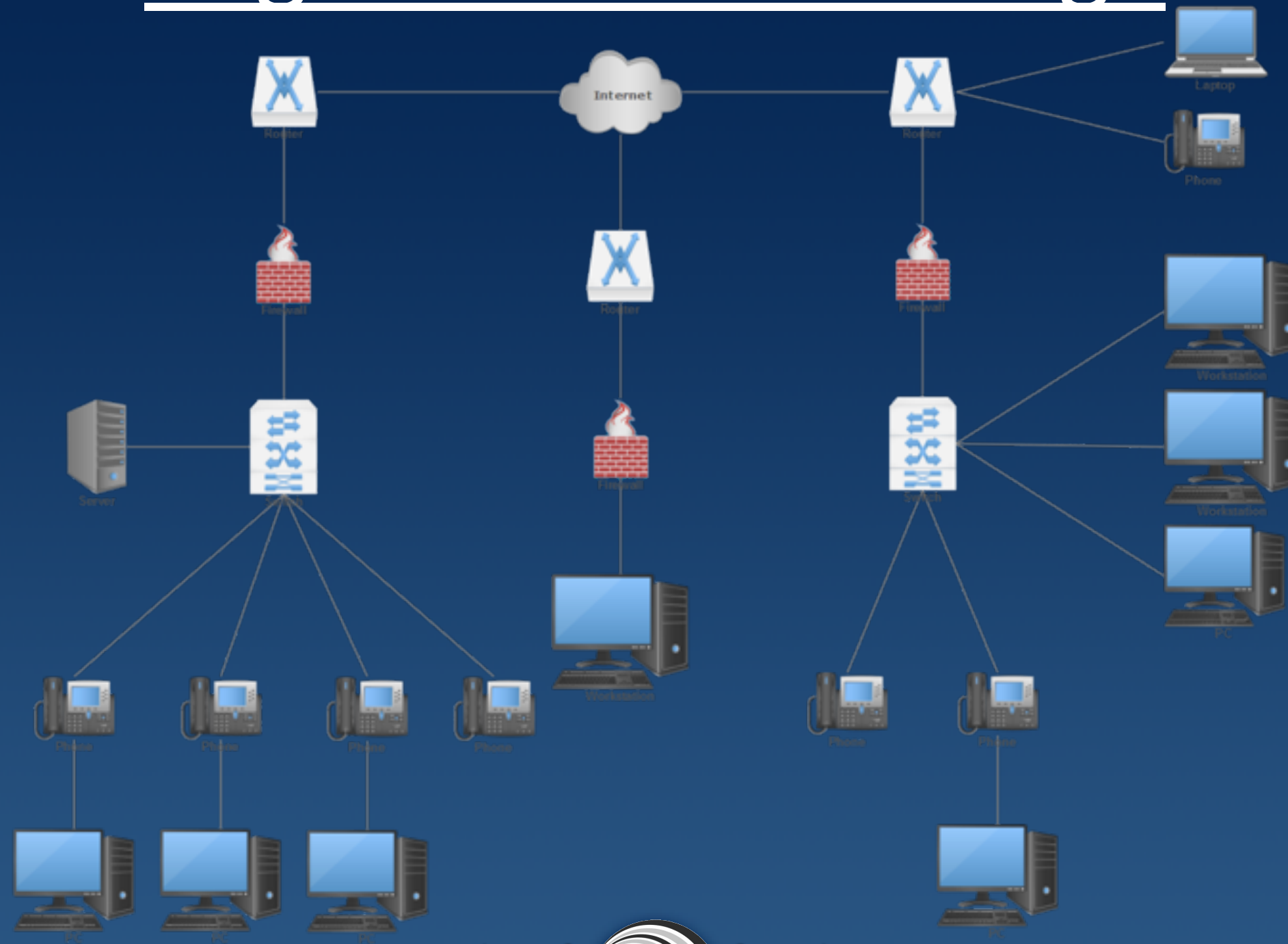
ANTIVIRUS



FIREWALL

Thinking about Security

Organizational Change



Thinking about Security

Organizational Change

- Identify
- Protect
- Detect
- Respond
- Recover

(NIST Framework)



Thinking about Security Markets





Security is Expensive



Asymmetric Information



Tragedy of the Commons



Driving Private Behavior

Prescribed
process



Risk
Analysis

Deterrence



Risk Evaluation Principles



Risk Evaluation Requirements



So what do we do?









So what do we do?





Multistakeholder Process





Multistakeholder Process

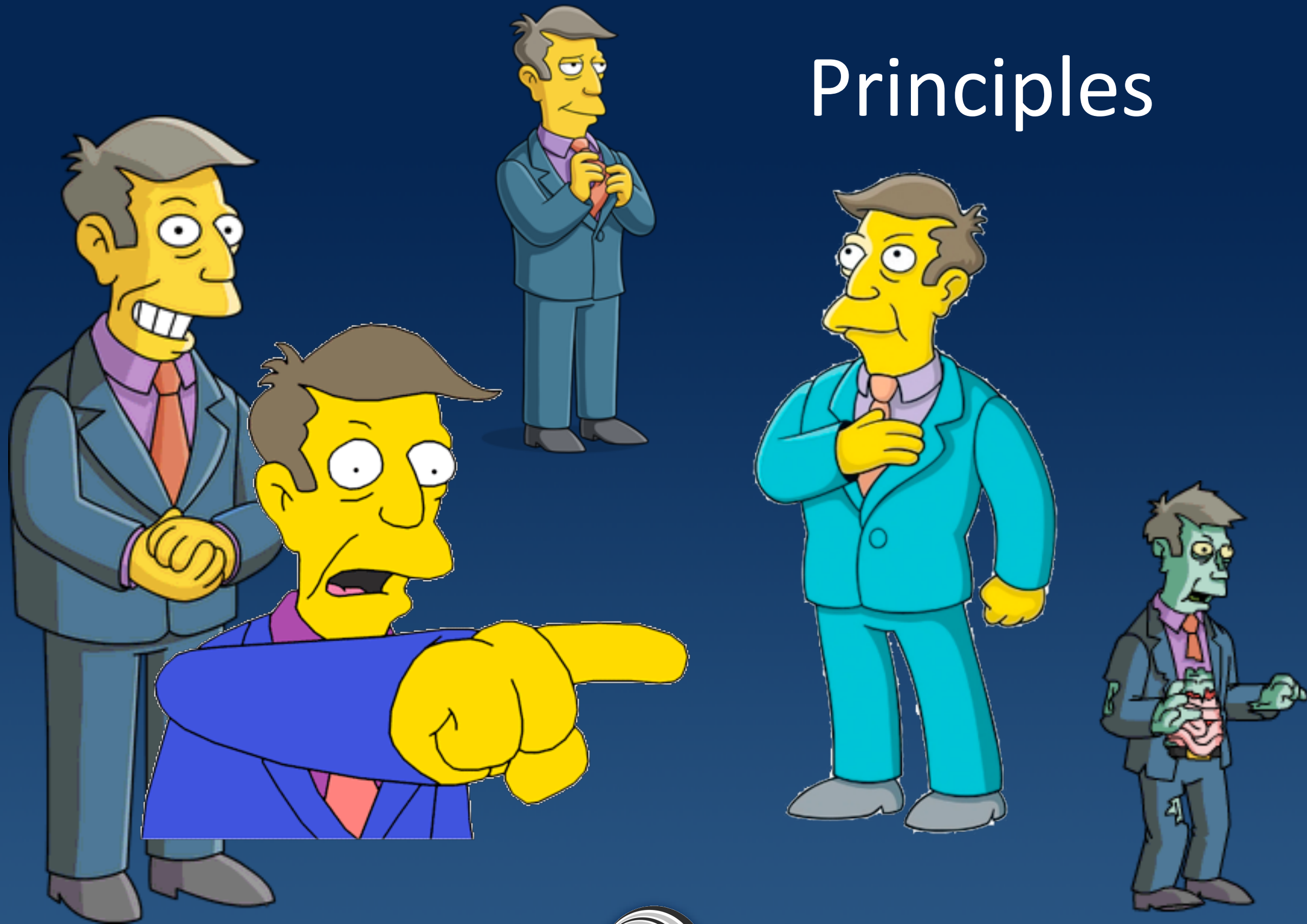
- Open
- Transparent
- Consensus-based
- Results-oriented



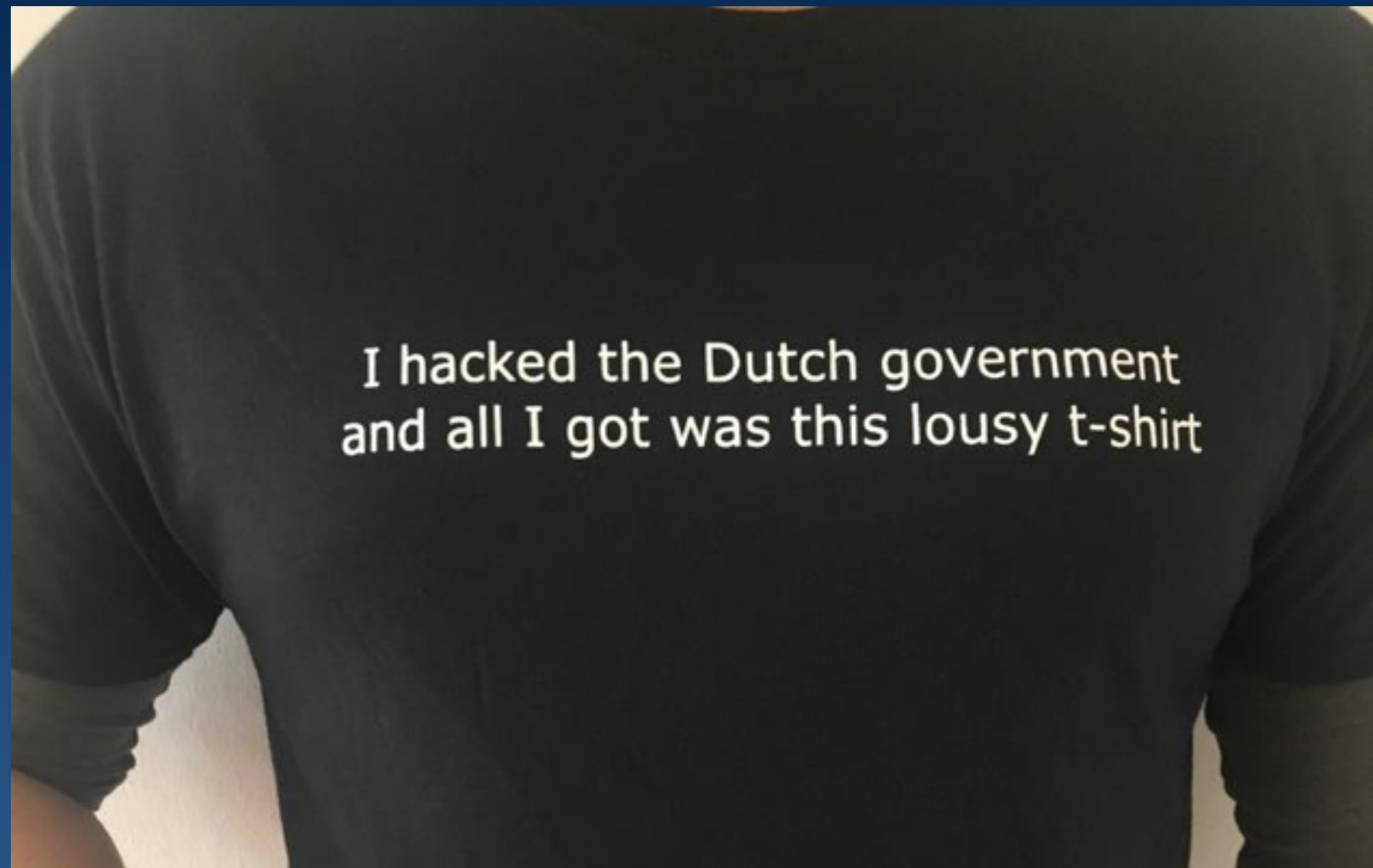




Principles



Vulnerability Disclosure



Vulnerability Disclosure



Vulnerability Disclosure



Internet of Things



The 'S' in 'IoT'



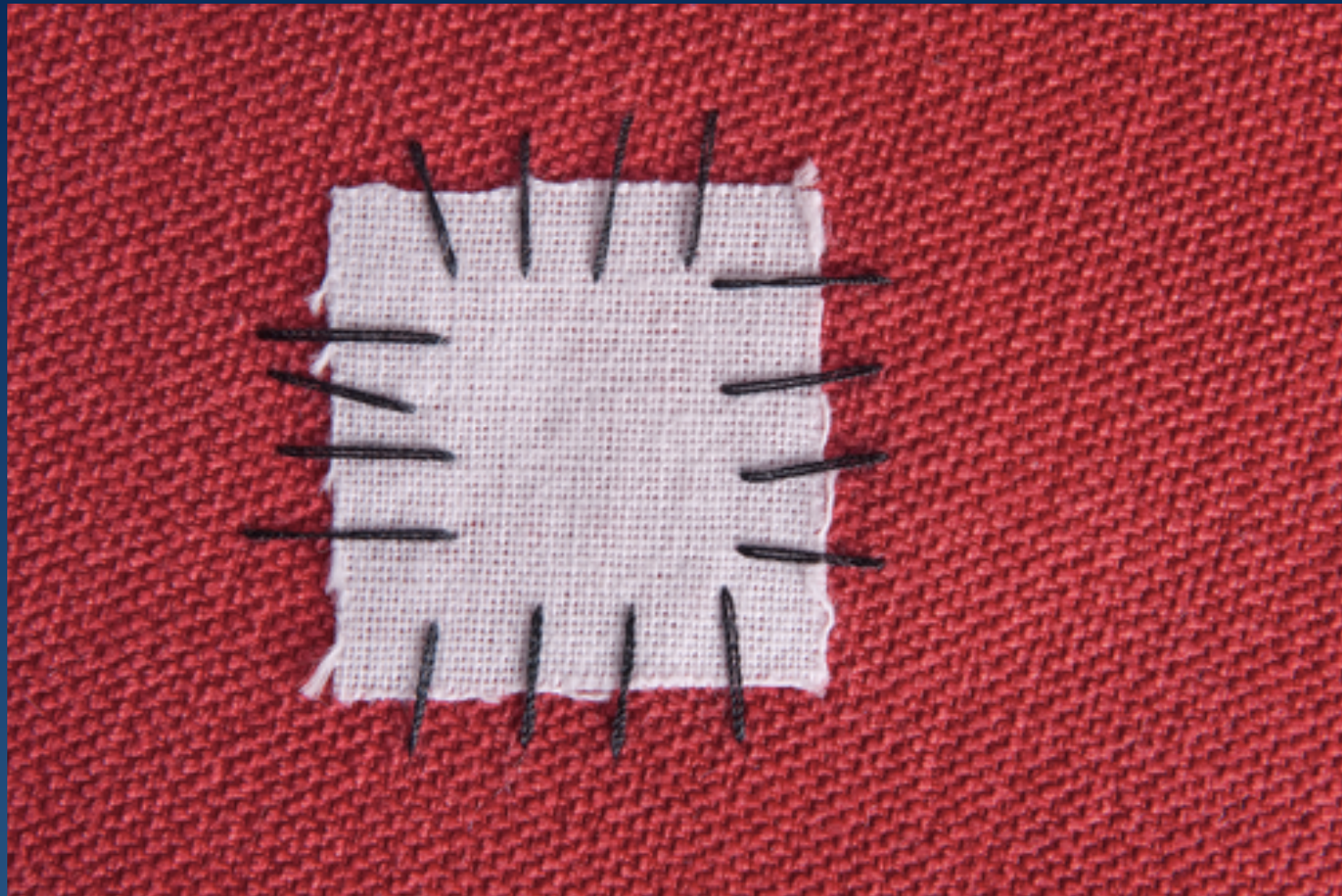
The 'S' in 'IoT'



“Just build things securely!”



Patching



tl;dr

- Cybersecurity is a complex issue, covering a range of fields, requiring multiple tools and approaches.
- We need to understand the technical, organizational, and market aspects.
- Commerce is making a difference!
- NTIA uses multistakeholder processes to catalyze industry action.

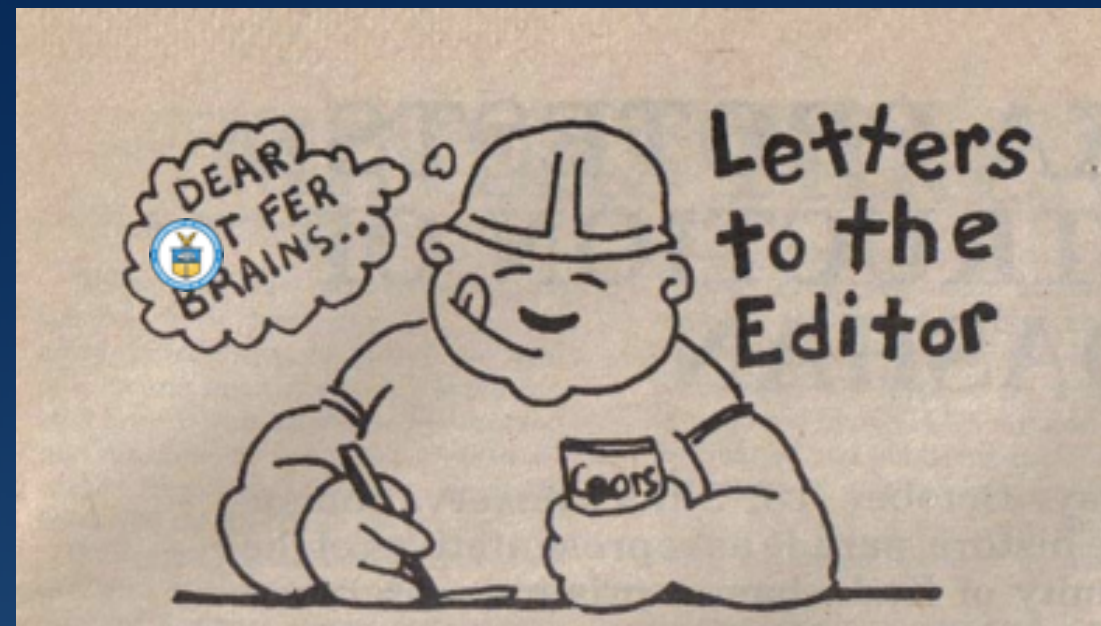


What you can do:

- Make sure your devices are up to date.
- Use a password manager and 2-Factor authentication
- Back up data and files frequently
- Be careful with your connections: plugging in phones or connecting to wifi networks in strange places



Thank You!



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